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Reprint R0609A, Reprint Case only R0609X, Reprint Commentary only R0609Z

Leadership in Literature
A conversation with business ethicist Joseph L. Badaracco, Jr.
Diane Coutu
March
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Leadership Under Fire
Dov Frohman
December
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Lessons in Power: Lyndon Johnson Revealed
A conversation with historian Robert A. Caro
Diane Coutu
April
Reprint R0604B

Responsibility Junkie
A conversation with Keith Lockhart
Glenn Mangurian
Forethought, October
Reprint F0610G

The Seasoned Executive's Decision-Making Style
Kenneth R. Brousseau, Michael J. Driver, Gary Hourihan, and Rikard Larsson
February
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Second in Command: The Misunderstood Role of the Chief Operating Officer
Nathan Bennett and Stephen A. Miles
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Reprint R0605C

The Ultimately Accountable Job: Leading Today's Sales Organization
Jerome A. Colletti and Mary S. Fiss
July–August
Reprint R0607K

When Should a Leader Apologize–and When Not?
Barbara Kellerman
April
Reprint R0604D

Management Development

Making Mentoring Pay
Marc Abrahams
Forethought, June
Reprint F0606B

Marketing

Are You Ready for E-tailing 2.0?
Paul Hemp
Forethought, October
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Avatar-Based Marketing
Paul Hemp
June
Reprint R0606B

A Case for Discount Discipline
Jim Geisman and John Maruskin
Forethought, November
Reprint F0611G

Customer Value Propositions in Business Markets
James C. Anderson, James A. Narus, and Wouter van Rossum
March
Reprint R0603F ♦ OnPoint 3544

Defeating Feature Fatigue
Roland T. Rust, Debora Viana Thompson, and Rebecca W. Hamilton
February
Reprint R0602E ♦ OnPoint 3439; OnPoint collection "Make Sure *All* Your Products Are Profitable, 2nd Edition" 3447

Do Customer Communities Pay Off?
René Algesheimer and Paul M. Dholakia
Forethought, November
Reprint F0611E

Eager Sellers and Stony Buyers: Understanding the Psychology of New-Product Adoption
John T. Gourville
June
Reprint R0606F ♦ OnPoint 4516

Embrace the Dark Side
Michael J. Fanuele
Forethought, October
Reprint F0610D

Get Your Act Together
Paul A. Argenti and Thea S. Haley
Forethought, October
Reprint F0610E

HBR Case Study: What Serves the Customer Best?
Paul F. Nunes and Woodruff W. Driggs
With commentary by David Herman, Jeffrey F. Rayport, Stephen Dull, and Joe Scafido
October
Reprint R0610A, Reprint Case only R0610X, Reprint Commentary only R0610Z

Knowing What to Sell, When, and to Whom
V. Kumar, Rajkumar Venkatesan, and Werner Reinartz
March
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Marketing in an Unpredictable World
Duncan J. Watts and Steve Hasker
Forethought, September
Reprint F0609G

More Isn't Always Better
Barry Schwartz
Forethought, June
Reprint F0606C

The New Indian Consumer
Ashok Gopal and Rajesh Srinivasan
Forethought, October
Reprint F0610C

A Pointed Lesson About Product Features
Marc Abrahams
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Rediscovering Market Segmentation
Daniel Yankelovich and David Meer
February
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Reverse Product Placement in Virtual Worlds
David Edery
Forethought, December
Reprint F0612E

Taking the Measure of Mood
Patrick O'Connell
Forethought, March
Reprint F0603F

What Is Luxury Without Variety?
Milton Pedraza and Eric Bonabeau
Forethought, April
Reprint F0604D

Your Loyalty Program Is Betraying You
Joseph C. Nunes and Xavier Drèze
April
Reprint R0604H ♦ OnPoint 4095

Mergers and Acquisitions

Making M&A Fly in China
Mike W. Peng
Forethought, March
Reprint F0603G

Nonprofit Management

Disruptive Innovation for Social Change
Clayton M. Christensen, Heiner Baumann, Rudy Ruggles, and Thomas M. Sadtler
December
Reprint R0612E ♦ OnPoint 1683

How to Manage Urban School Districts
Stacey Childress, Richard Elmore, and Allen Grossman
November
Reprint R0611B

Operations

Breaking the Trade-Off Between Efficiency and Service
Frances X. Frei
November
Reprint R0611E ♦ OnPoint 1498; OnPoint collection "Serve Your Customers–Efficiently *and* Profitably" 1500

HBR Case Study: Eliminate the Middleman?
Ming-Hui Huang
With commentary by Bruce K. Riggs, Barry C. Lynn, Wang Dongsheng, and Paul Gaffney
March
Reprint R0603A, Reprint Case only R0603X, Reprint Commentary only R0603Z

Smarter Offshoring
Diana Farrell
June
Reprint R0606E

Winning in the Aftermarket
Morris A. Cohen, Narendra Agrawal, and Vipul Agrawal
May
Reprint R0605H ♦ OnPoint 4311

Organization and Culture

Business Lessons from Leeches
Marc Abrahams
Forethought, October
Reprint F0610B

Conquering a Culture of Indecision
Ram Charan
January
Originally published in 2001
Reprint R0601J

The Decision to Trust
Robert F. Hurley
September
Reprint R0609B ♦ OnPoint 1056; OnPoint collection "Winning Your Employees' Trust" 1052

Ending the War Between Sales and Marketing
Philip Kotler, Neil Rackham, and Suj Krishnaswamy
July–August
Reprint R0607E ♦ OnPoint 1014; OnPoint collection "Supercharge Your Sales Force" 1005

Evidence-Based Management
Jeffrey Pfeffer and Robert I. Sutton
January
Reprint R0601E ♦ OnPoint 298X; OnPoint collection "To Make the Best Decisions, Demand the Best Data" 3048

Extreme Jobs: The Dangerous Allure of the 70-Hour Workweek
Sylvia Ann Hewlett and Carolyn Buck Luce
December
Reprint R0612B ♦ OnPoint 1685

Facing Ambiguous Threats
Michael A. Roberto, Richard M.J. Bohmer, and Amy C. Edmondson
November
Reprint R0611F ♦ OnPoint 1499

The HBR Interview: Ideas as Art
James G. March
Interviewed by Diane Coutu
October
Reprint R0610E

Home Depot's Blueprint for Culture Change
Ram Charan
April
Reprint R0604C ♦ OnPoint 4079; OnPoint collection "CEOs on Leading Change" 4117

Off-Sites That Work
Bob Frisch and Logan Chandler
June
Reprint R0606H ♦ OnPoint 4494; OnPoint collection "Strategy Meetings That Work" 4532

Procurement as Strategy
Carlos Niezen and Wulf Weller
Forethought, September
Reprint F0609D

Rethinking Political Correctness
Robin J. Ely, Debra E. Meyerson, and Martin N. Davidson
September
Reprint R0609D ♦ OnPoint 1068

Shut Up and Stop Whining
A conversation with Larry Winget
Gardiner Morse
Forethought, December
Reprint F0612F

The Tools of Cooperation and Change
Clayton M. Christensen, Matt Marx, and Howard H. Stevenson
October
Reprint R0610D ♦ OnPoint 1458; OnPoint collection "What You *Really* Need to Know About Change" 1454

Why It's So Hard to Be Fair
Joel Brockner
March
Reprint R0603H

The Why, What, and How of Management Innovation
Gary Hamel
February
Reprint R0602C ♦ OnPoint 3420; OnPoint collection "Staying Ahead of Your Competition" 3455

Performance Measurement

Finding the Weak Links
Tom Atkinson and Ron Koprowski
Forethought, July–August
Reprint F0607D

Research and Development

Smart Product Design
A conversation with Dan Williams
Lisa Burrell
Forethought, September
Reprint F0609C

Risk Management

Cutting the Cost of HIV
Mergen Reddy and Boetie Swanepoel
Forethought, September
Reprint F0609B

Hedging Political Risk in China
Ian Bremmer and Fareed Zakaria
Forethought, November
Reprint F0611A

Living Agreements for a Risky World
Ryan J. Orr
Forethought, April
Reprint F0604C

Preparing for a Pandemic
Jeffrey Staples, Scott F. Dowell, Joseph S. Bresee, Nitin Nohria, Warren G. Bennis, Baruch Fischhoff, Larry Brilliant, Peter Susser, Sherry Cooper, William MacGowan (a conversation with), Wendy Dobson, and Brian R. Golden
Forethought, May
Reprint F0605A

Sales

Better Sales Networks
Tuba Üstüner and David Godes
July–August
Reprint R0607H

Give Me That Old-Time Motivation
Walter A. Friedman
Forethought, July–August
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How Right Should the Customer Be?
Erin Anderson and Vincent Onyemah
July–August
Reprint R0607D ♦ OnPoint 1001; OnPoint collection "Supercharge Your Sales Force" 1005

Leveraging the Psychology of the Salesperson
A conversation with psychologist and anthropologist G. Clotaire Rapaille
Diane Coutu
July–August
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Love Your Customers
A conversation with Joe Girard
M. Ellen Peebles
Forethought, July–August
Reprint F0607F

Low-Pressure Selling
Edward C. Bursk
July–August
Originally published in 1947
Reprint R0607M

Major Sales: Who *Really* Does the Buying?
Thomas V. Bonoma
July–August
Originally published in 1982
R0607P ♦ OnPoint 1004

Making the Major Sale
Benson P. Shapiro and Ronald S. Posner
July–August
Originally published in 1976
Reprint R0607L

Match Your Sales Force Structure to Your Business Life Cycle
Andris A. Zoltners, Prabhakant Sinha, and Sally E. Lorimer
July–August
Reprint R0607F

The New Science of Sales Force Productivity
Dianne Ledingham, Mark Kovac, and Heidi Locke Simon
September
Reprint R0609H

The Sales Learning Curve
Mark Leslie and Charles A. Holloway
July–August
Reprint R0607J ♦ OnPoint 1003; OnPoint collection "Get Your Innovations to Market–and Keep Them There" 1006

Sales Reps' Biggest Mistakes
Tom Atkinson and Ron Koprowski
Forethought, July–August
Reprint F0607C

Selling the Sales Force on Automation
Mark Cotteleer, Edward Inderrieden, and Felissa Lee
Forethought, July–August
Reprint F0607B

Understanding What Your Sales Manager Is Up Against
Barry Trailer and Jim Dickie
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What Makes a Good Salesman
David Mayer and Herbert M. Greenberg
July–August
Originally published in 1964
Reprint R0607N

Self-Management

HBR Case Study: Just Trying to Help
Julia Kirby
With commentary by Marcus Buckingham, Joanne Bischmann, Lars Kolind, and Tomas Blomquist
June
Reprint R0606A, Reprint Case only R0606X, Reprint Commentary only R0606Z

HBR Case Study: The Nice Guy
Russ Edelman and Tim Hiltabiddle
With commentary by Eric Schmidt, Stephen R. Covey, Don Manvel, and Maggie Craddock
February
Reprint R0602A, Reprint Case only R0602X, Reprint Commentary only R0602Z

Let Me Give You Some Advice
Francesca Gino
Forethought, March
Reprint F0603E

Small Ponds Aren't for Everyone
Sigrid Caroline Schroder
Forethought, April
Reprint F0604H

Strategy and Competition

Can Science Be a Business? Lessons from Biotech
Gary P. Pisano
October
Reprint R0610H

Capturing the Ricochet Economy
Vijay Mahajan and Yoram (Jerry) Wind
Forethought, November
Reprint F0611D

Competing on Analytics
Thomas H. Davenport
January
Reprint R0601H ♦ OnPoint 3005; OnPoint collection "To Make the Best Decisions, Demand the Best Data" 3048

Curveball: Strategies to Fool the Competition
George Stalk, Jr.
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Reprint R0609G ♦ OnPoint 1055; OnPoint collection "Hardball Strategies, 2nd Edition" 1050

Emerging Giants: Building World-Class Companies in Developing Countries
Tarun Khanna and Krishna G. Palepu
October
Reprint R0610C ♦ OnPoint 1459; OnPoint collection "Winning in the World's Emerging Markets" 1455

Growing by Cutting SKUs at Clorox
Remko Van Hoek and Kevin Pegels
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Reprint F0604E

The HBR Interview: Growth as a Process
Jeffrey R. Immelt
Interviewed by Thomas A. Stewart
June
Reprint R0606C

The High Cost of Low Wages
Wayne F. Cascio
Forethought, December
Reprint F0612D

How to Implement a New Strategy Without Disrupting Your Organization
Robert S. Kaplan and David P. Norton
March
Reprint R0603G

Inside the Mind of the Chinese Consumer
William McEwen, Xiaoguang Fang, Chuanping Zhang, and Richard Burkholder
March
Reprint R0603D ♦ OnPoint 3528; OnPoint collection "China Tomorrow: Prospects and Perils, 2nd Edition" 3552

Localization: The Revolution in Consumer Markets
Darrell K. Rigby and Vijay Vishwanath
April
Reprint R0604E ♦ OnPoint 4109

Managing the Right Tension
Dominic Dodd and Ken Favaro
December
Reprint R0612C

Meeting the Challenge of Corporate Entrepreneurship
David A. Garvin and Lynne C. Levesque
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Reprint R0610G ♦ OnPoint 1462; OnPoint collection "Building Breakthrough Businesses in Established Companies, 2nd Edition" 1456

Profiting from the Long Tail
Daniel G. Goldstein and Dominique C. Goldstein
Forethought, June
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Stop Making Plans; Start Making Decisions
Michael C. Mankins and Richard Steer
January
Reprint R0601F ♦ OnPoint 2971; OnPoint collection "What Makes a Decisive Leadership Team, 2nd Edition" 3056

Strategies for Two-Sided Markets
Thomas Eisenmann, Geoffrey Parker, and Marshall W. Van Alstyne
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Reprint R0610F ♦ OnPoint 1463

Strategies to Fight Low-Cost Rivals
Nirmalya Kumar
December
Reprint R0612F ♦ OnPoint 1684

Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility
Michael E. Porter and Mark R. Kramer
December
Reprint R0612D

The Top-Line Allure of Offshoring
Arie Y. Lewin and Carine Peeters
Forethought, March
Reprint F0603C

When Your Contract Manufacturer Becomes Your Competitor
Benito Arruñada and Xosé H. Vázquez
September
Reprint R0609J

With Friends Like These: The Art of Managing Complementors
David B. Yoffie and Mary Kwak
September
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Teams

Lift Outs: How to Acquire a High-Functioning Team
Boris Groysberg and Robin Abrahams
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Managing Multicultural Teams
Jeanne Brett, Kristin Behfar, and Mary C. Kern
November
Reprint R0611D

When to Let Them Duke It Out
Tony Simons and Randall S. Peterson
Forethought, June
Reprint F0606E

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"The troops are rallying behind you but only to eventually give you a push out the door."